

IN THE CLAIMS

Please replace pending claims 1, 3, 12, 15, 16, 18, 25 and 26 with amended claims 1, 3, 12, 15, 16, 18, 25 and 26 as follows:

a1 ~~8/21~~ 1. (Once Amended) A computer-implemented method for displaying custom and personalized information on a client system comprising:

- collecting data associated with a user;
- processing the data to extract user characteristics to create unique user profiles and generate personalized information;
- tracking at least a portion of the data and performing estimation calculations using the client to generate results and updated personalized information; and
- adjusting the results dynamically on the client and automatically communicating the results and the personalized and updated information to the user via the client.

a2 3. (Once Amended) The method of claim 2, wherein a server and client communicate over the World Wide Web of the Internet.

a3 ~~put 8/21~~ 12. (Once Amended) A display device having rendered thereon personalized data and updated results, the display device comprising:

- a page having at least one field of personalized information and associated criteria;
- wherein a client system tracks user defined data and performs estimation calculations to automatically and dynamically generate results and updates the personalized information of the fields and criteria; and
- wherein the client system transmits the results and personalized and updated information to the user.

a4 15. (Once Amended) The display device of claim 14, wherein the interface tools are at least one of drop-down menus, check boxes and radio buttons.

16. (Once Amended) The display device of claim 12, wherein a server and client communicate over the World Wide Web of the Internet.

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18. (Once Amended) The display device of claim 12, further comprising interface options for allowing adjustment and filtering of the personalized information and results in response to user input.

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25. (Once Amended) A computer-readable medium having computer-executable instructions for displaying custom and personalized information on an client system comprising:

using the client system to collect personal data associated with a user;  
processing the personal data to formulate a classification profile for the user and postulating buying trends and tendencies of the user in order to create personalized information;

tracking at least a portion of the personal data and performing estimation calculations using the client system to generate results relating to the classification profile and updating the personalized information; and


providing the user with real-time interactivity to dynamically adjust the results on the client system and automatically communicating the results and the personalized and updated information to the user on a World Wide Web page on the Internet and in personalized email.

26. (Once Amended) The computer-readable medium of claim 25, wherein a server and client are operable in an HTML environment.

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Please add new claim 32 as follows:

32. (New) A method for adjusting personalized results containing personalized data about a remote user, comprising:

an  collecting a query from the remote user using a client computer;  
categorizing at least a portion of the query as trackable data;  
processing the query and trackable data to produce the personalized  
results;  
displaying the personalized results; and  
providing the remote user with real-time interaction and dynamic adjustment  
of the personalized results using the client computer.

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